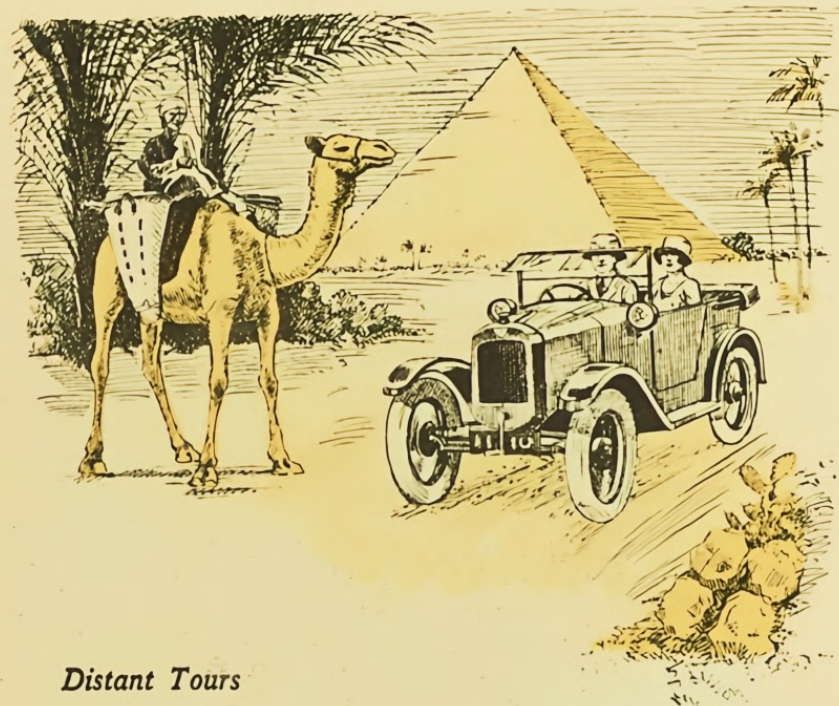




For TRAVEL &
ENDURANCE



Distant Tours

THE "Austin Seven" is a pedigree car. It comes of a family with a world-wide reputation earned in every field where in competition only the stalwarts are victors.

True, it is the little brother of the family, but it is a shining example of the popular saying that "good things are put up into small parcels."

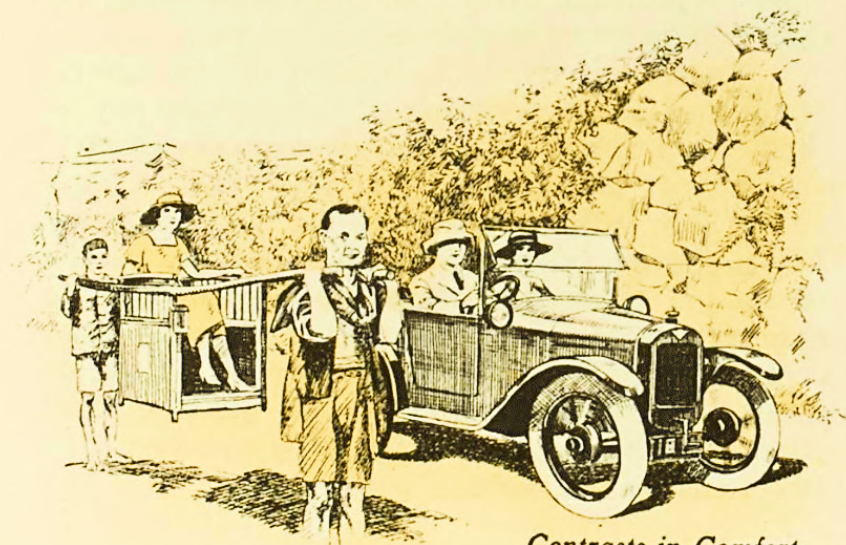
For its size and in its class, it has no peer.

It was definitely and deliberately designed for a special purpose, which it fulfills to the letter. It is without doubt the small car for the man who does not desire a car of large carrying capacity, yet would not have a motor cycle combination—the man who wants a small car to accommodate himself, his wife and perhaps two or three children.

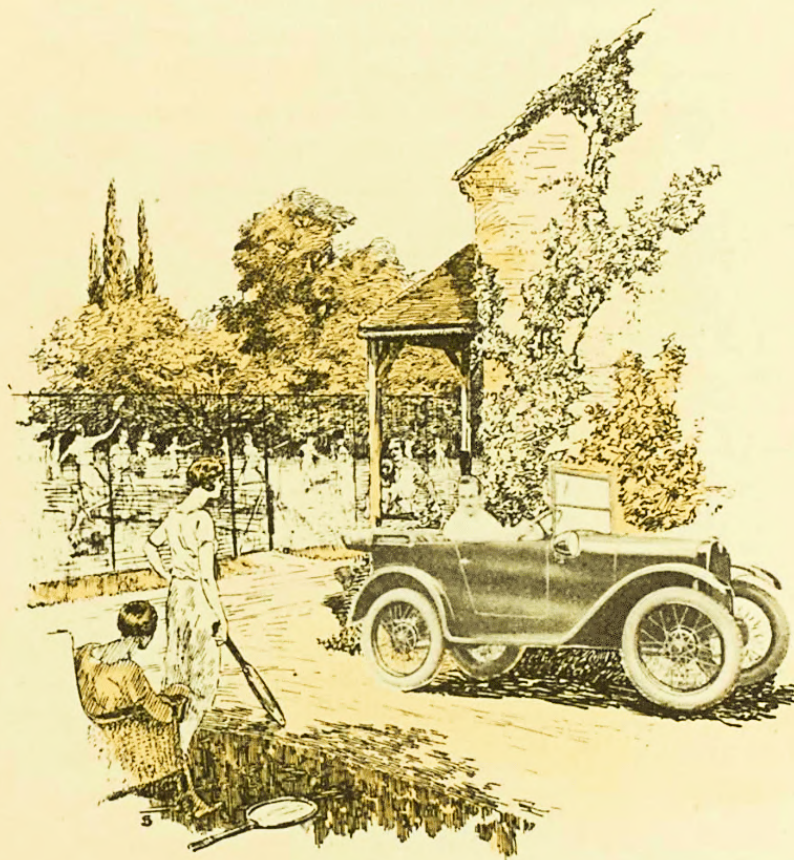
It is a car much desired and highly appreciated by the "Lady of the House." It suits her needs admirably. It makes easy her social calls, and the shopping round becomes a pleasure, instead of a fatiguing experience. The "Daughter of the House" welcomes its advent. With its aid there are innumerable events, visits and engagements easily fulfilled, that without, had been regretfully declined.

To the young unmarried man the "Seven" is a veritable "boon and blessing." Any and every kind of sport or recreation is within reach in his leisure hours. Business appointments punctually kept and valuable time saved. Once he has tasted the joys of possession, the "Seven" becomes for him a real necessity.

In the city or in the country its advantages are unmistakable. Its capacity for continuous ready, reliable service is practically unlimited. It covers the well-made roadway of the city with an effortless ease, it conquers the rough country roads, and because of its narrow track will go to places that are inaccessible to the ordinary car.



Contrasts in Comfort



At the Tennis Courts

It has climbed mountains where there is little more than a track, gone through mud roads in Australia where bigger cars have been bogged, successfully tackled the "roads" of the South African veldt, and in short will go anywhere a car ought to be asked to go, and a good many places where no other can get.

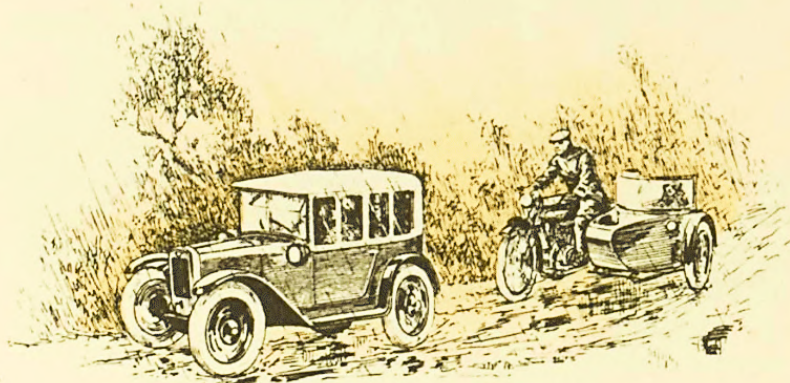
Distance is no obstacle, anything from 150 to 200 miles in a day is a fairly frequent performance, and when it is remembered that the average petrol consumption is over 45 miles to the gallon, a very strong reason for the "Sevens" success is apparent.

Speed is there also. The "economic speed" is about 28 m.p.h., but the splendid little engine will purr along at 35/40 m.p.h. if it is necessary to hurry.

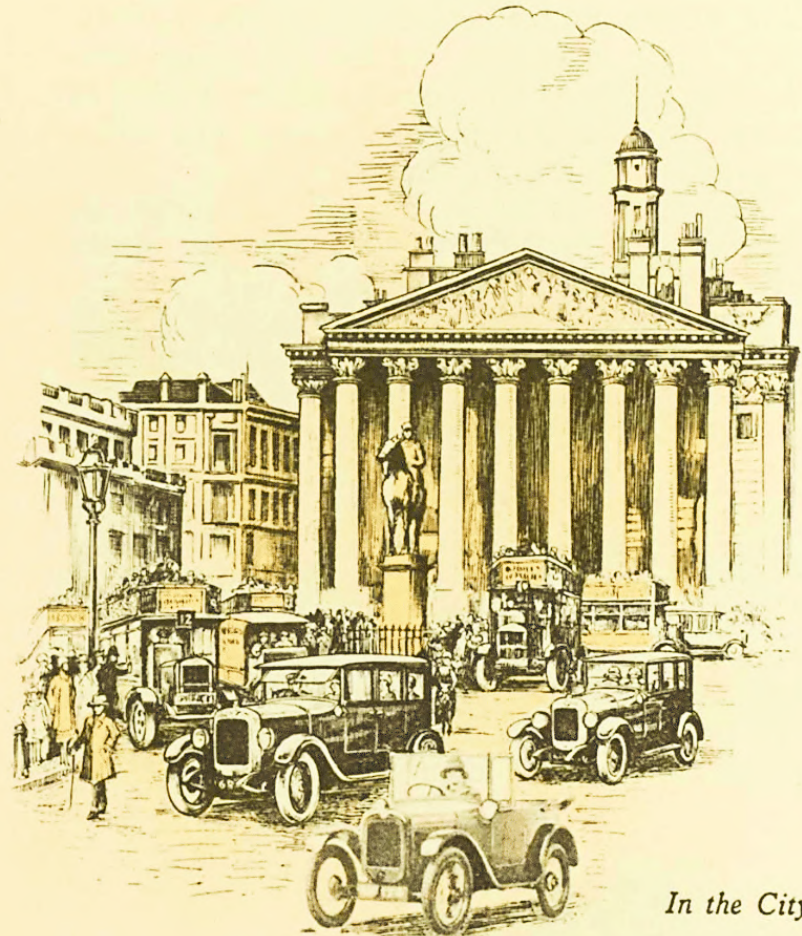
Climate makes no difference. India, China, the Malay States, Australia, New Zealand, South Africa, all know and admire the little car. Dry heat or humid is all the same.

The metal body construction with so little wood work resists atmospheric deterioration in a very marked manner, and with reasonable care the life of the car is as good as one costing five or six times the price of a "Seven."

Heavy rain, frost and snow fails to put the "Seven" out of action. When bigger cars have been held up in the drifting snow, the little warrior has "won through." With hood and side curtains in position, the fiercest storms may be defied. It is genuinely weatherproof.



Defying the Weather



In the City

In the protection of the car so fitted, any journey anywhere at any time can be confidently undertaken.

It is most certainly a thoroughly reliable car, that will positively give continuous service under hard conditions.

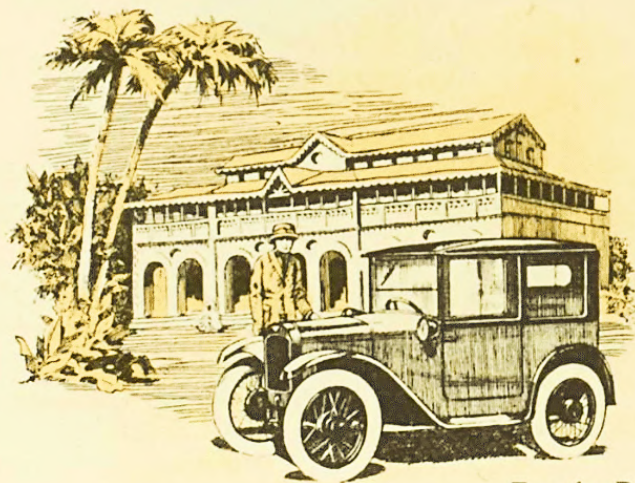
Thousands of more than satisfied users from every part of the Empire have sent word of their "pleasure of possession," and the list grows daily.

We have said it is a "pedigree car," have called it the little brother of the family. That is because it was conceived by the designer of all the famous Austin models, made in the same factory, of the same materials, under the same conditions, by the same workmen, and for quality of material it is indistinguishable from the other models of the Austin production.

Therefore, there is no marvel about its performances; it simply does without strain exactly that which is required of it.

The wonderful flexibility and ease of control, the exceptionally light steering, the swift response of the engine, are all the attributes of a high class car—and the "Seven" has them. The 3-speed and reverse gear box, brakes on all four wheels, electric lighting and starting, provide the necessary mechanical equipment which makes the car thoroughly efficient, and a pleasure to drive.

45 to 50 miles per gallon, oil consumption almost negligible (1,200 to 1,500 m.p. gallon) makes good the claim of the "Seven" that it provides the cheapest form of road transport.



For the Daily Call



Out for Pleasure

The annual vacation entails a journey that with the "Seven's" help, cuts out all the fuss and inconvenience of luggage transfers and railway changing. Time tables have no terrors. You leave your own door in your own car, at your own time and reach your destination (not a railway station) at your own time—and if two or three passengers are carried, at considerably less cost than single rail fare.

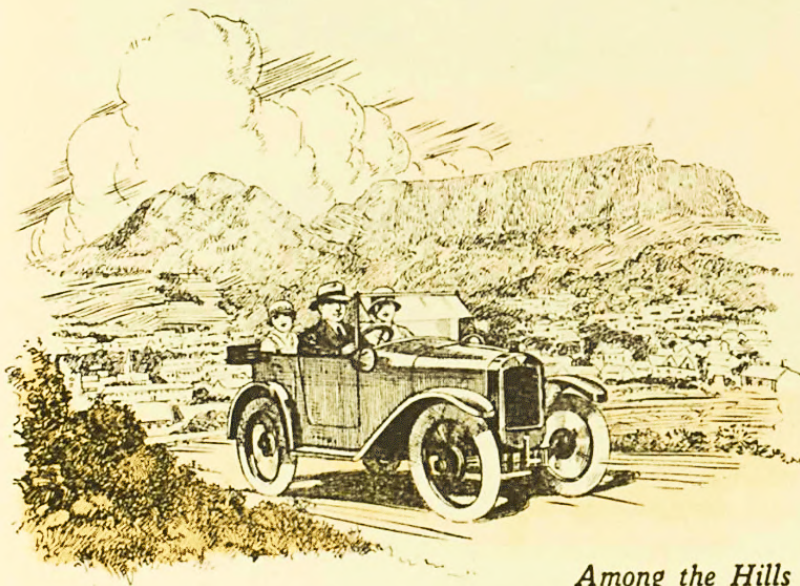
The beauties of the surrounding countryside, the week end by the sea, a trip to the hills—each and all are well within reach if the “Seven” is requisitioned.

So much for the added pleasures that the ownership of the little car gives.

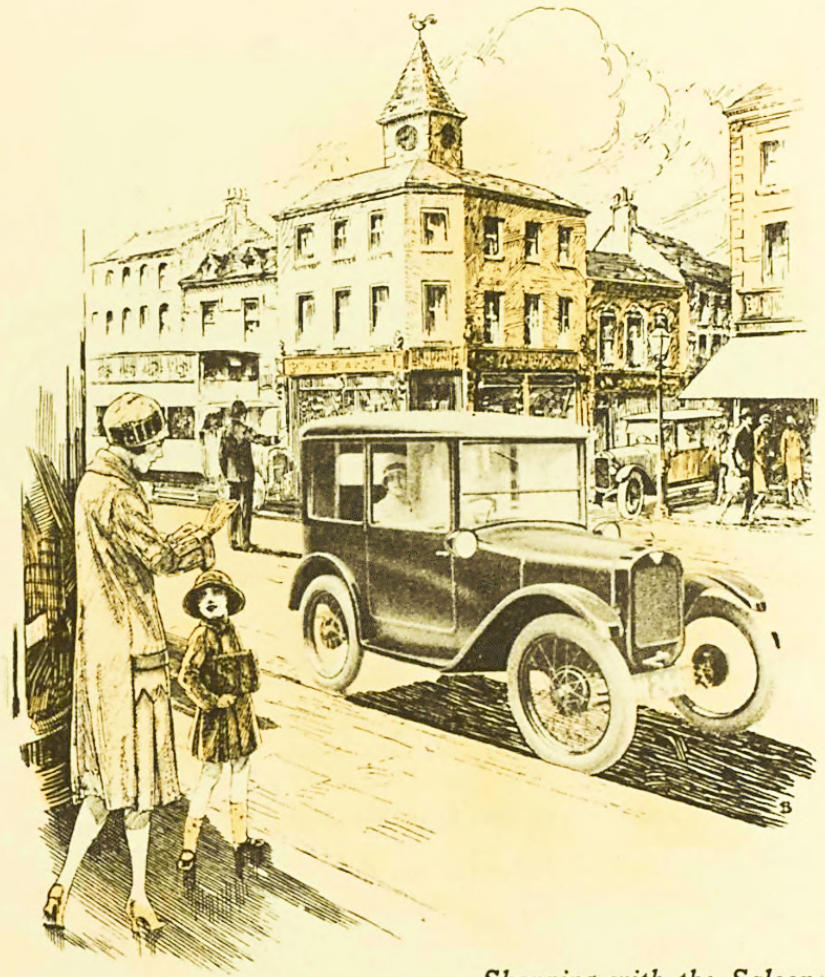
Its uses in business are many and important. It is a first-class “runabout” for the busy man, “nippy” in traffic, easily controlled, it occupies so small a space on the road that it “weaves its way” through the heavier and more sluggish vehicles.

The garage proposition is very much simplified, its dimensions are modest, so that it can be housed in a shed of quite limited proportions.

The very smart saloon model is advancing in favour in an extraordinary manner. Doctors, M.P.’s, professional and business men have been



Among the Hills

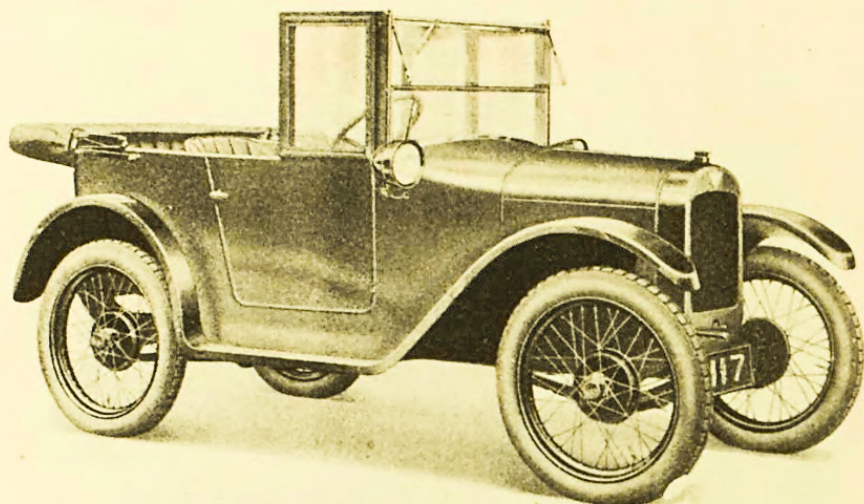


Shopping with the Saloon

captured by its neat, smart appearance and handiness, and veterinary surgeons, commercial travellers, company officials, nurses, music masters, dentists and many others whose business or duty covers a wide area, are loud in their praises of the “Seven,” which they find the handiest, cheapest and best means of rapid and comfortable transport.

TOURING CAR

SEATING TWO ADULTS
AND TWO CHILDREN



TRIPLEX GLASS . £4 EXTRA

FEATURES AND SPECIFICATION

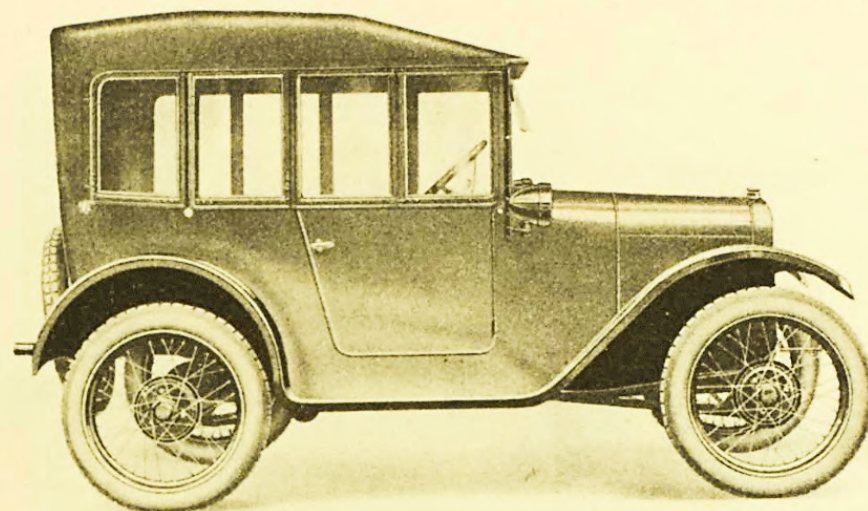
Adjustable bucket seat for driver.
Double Windscreen
Folding hood and side screens on touring model.
Front Wheel Brakes.
Shock Absorbers, front and rear.
Electric lighting and starting.
Ample tool accommodation.

DIMENSIONS

Full car length	9ft. 2in. (2,796 mm.)
Full car width	3ft. 10in. (1,169 mm.)
Wheelbase	6ft. 3in. (1,905 mm.)
Track	3ft. 4in. (1,016 mm.)
Road Clearance	8½in. (220 mm.)
Weight (approx.)	8½ cwt. (430 kilo.)
Height to top of screen	4ft. 9in. (1,450 mm.)
Height to top of hood when raised	5ft. 4in. (1,625 mm.)

ENGINE.—4-cylinder, water-cooled, detachable head; bore, 2.2in. (56 mm.); stroke, 3in. (76 mm.). Total capacity, 747.5 c.c.; R.A.C. rating, 7.8; b.h.p. 10.5 at 2,400 r.p.m. The crankshaft has roller bearings. Aluminium pistons.

FUEL SUPPLY.—By gravity from 4-gallon tank (18 litres).



IGNITION.—By magneto.

COOLING.—Radiator and fan.

LUBRICATION.—Engine lubrication is by means of a gear pump. Chassis lubrication is by grease gun.

TRANSMISSION.—Single-plate clutch. The ratios of engine to road wheels are:—1st speed, 16 to 1; 2nd speed, 9 to 1; top, 4.9 to 1; reverse 21 to 1. Gear changes are effected by a lever mounted centrally on the top of the box. Final drive is by helical bevel gear. The rear axle is of the three-quarter floating type, with differential and torque tube.

BRAKES.—The pedal-operated brake acts on the drums of the rear wheels, and the hand lever applies brakes to the front wheels. The adjustment of both sets is extremely accessible and quickly carried out.

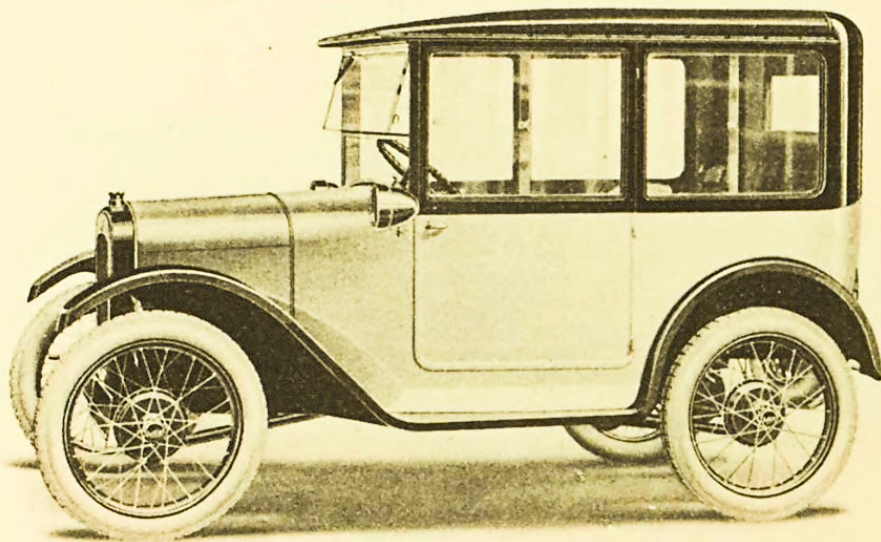
STEERING.—Steering is of the worm and worm wheel type, with provision for taking up wear. Over the steering wheel are the throttle and ignition control levers.

SUSPENSIONS.—Semi-elliptic cross spring in front; those at the rear are quarter elliptic. Shock absorbers, front and rear.

TYRES.—Tyres are 26 x 3½in. (Dunlop Balloon), and the wheels are of special wire type

EQUIPMENT.—Electric starting and lighting, automatic windscreen wiper, carburettor air strangler, spare wheel and tyre, electric horn, speedometer, licence holder, blank number plates.

SALOON MODEL



TRIPLEX GLASS £22 15 0 EXTRA

S U C C E S S E S

The Austin Seven has many awards to its credit, gaining 165 in 1924 and 189 in 1925, and below we give a few of the successes gained this season:

January	London—Exeter Trial	1 gold and 2 silver medals
..	Catalunya Race, Madrid, Spain	2 firsts
..	Madrid, Spain	2 firsts and 2 seconds
February	Colmore Cup Trial	4 gold medals and team prize
..	Maroubra Speed Trials, Australia	First
March	Victory Cup Trial	1 special and 2 silver awards
..	Dunlop Trophy	Best car performance
..	Barcelona, Spain	First
April	Brooklands Easter Meeting	1 first
..	Junior Car Club, Brooklands Meeting	2 firsts, 2 seconds
..	Targa Florio	1 third
May	A.D.A.C. 2nd 300 Kil. Race through Bavarian Mountains	1 first
..	Marouba Speed Trial, Sydney Australia	1 first, 1 third
..	Brooklands Whitsun Meeting	1 second
June	French Grand Prix 750 c.c.	1 first
July	Brooklands Summer Meeting	2 seconds
..	Junior Car Club, Brooklands	1 first, 1 second
Septem'r	Shelsley Walsh Hill Climb	1 first
..	Brooklands J.C.C. 200 miles Race, Austin Special	1 first, 1 special

And many other important contests since April, 1926, which are now not officially recognised.

W H A T T H E Y S A Y

"TWELVE MILES ON SECOND GEAR"

"From our house to the Gap is 20 miles, and the difference in elevation is 3,700 feet. The road is just a succession of sharp curves, probably 50 per cent. hairpins. We go up in one hour twenty minutes. On account of the curves most of the journey has to be done in second speed, probably 12 of the 20 miles, but she does it easily and is quite cool on arrival. The load usually consists of our two selves, the two kiddies, our traps and big lunch basket. We don't consume quite a gallon of petrol on the 40 mile journey. Our Seven has never let us down."

Mr. R., Jamaica—21/2/26

"RECORD SMALL PETROL CONSUMPTION"

"In the presence of the representative of the 'Diamond Fields Advertiser,' both the petrol tank and the carburetter were drained, and then a measured pint of petrol introduced, which proved sufficient to take the car 10.4 miles. The car has now done approximately 6,000 miles, one decarbonization constituting the total repair bill."

Mr. C. E. W., Kimberley—10/6/25

"MOUNTAINS, RIVERS AND SWAMPS CONQUERED"

"The day after my purchase I went from Durban to Port Shepstone 85½ miles. Over a very bad road, part of which is quite in the wilds. 36 rivers were crossed—only 7 of which are bridged—very mountainous country including some of the steepest and most dangerous hills in the Province, and through a swamp filled with black sluggish mud and water, where I saw a big car stuck fast; and finished all without mishap. I know now that the Austin Seven will go anywhere."

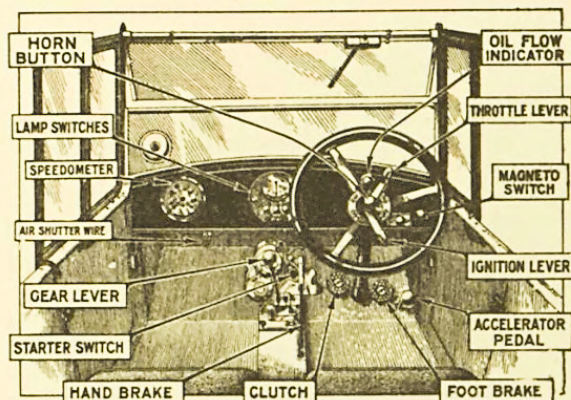
Mr. H. D. A., Durban—13/10/25

"THE BOUNDARY RIDERS SEVEN"

"We find that she replaces four motor cycles on the farm that were previously used for boundary work, inspecting windmill, etc. We have just had a week when the temperature was 104-5-6°, and during that time she did 800 miles and never boiled the radiator once. That speaks well for the oiling and cooling system on an average of 43 miles per gallon of petrol, and doing well over 2,500 miles per gallon of oil."

Mr. J. C. W., Bridgetown, W.A.—21/1/26

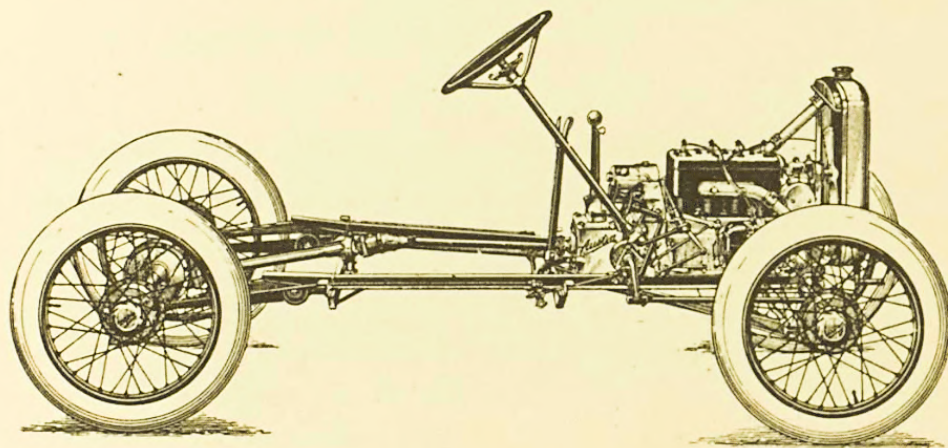
MECHANICAL FEATURES



THE CONTROLS

As in other respects, the "Austin Seven" car resembles more expensive vehicles in that it is provided with engine controls fitted above the steering wheel.

Note that the change speed gear lever works in a gate.



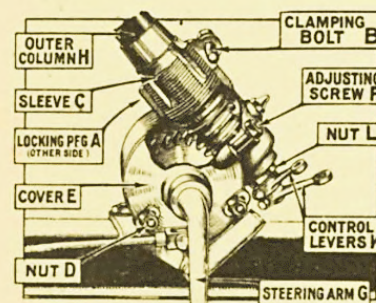
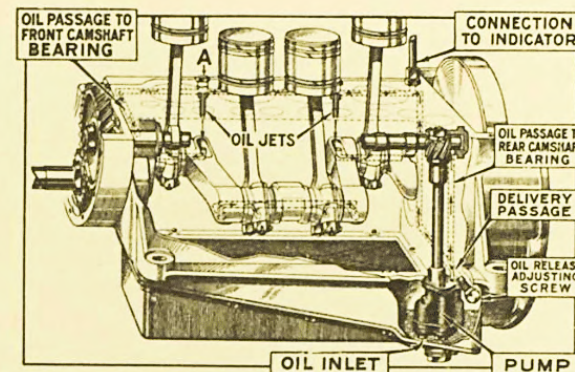
CHASSIS

The "Austin Seven" has a four-cylinder water-cooled engine with pump lubrication, three speeds, shaft and bevel drive, four-wheel brakes, shock absorbers, and electrical starter.

OF THE AUSTIN SEVEN

THE ENGINE OILING SYSTEM

The crankshaft runs on roller bearings. Oil is forced by the pump through the jet into scoops on the big-ends, and is strained before passing through the pump again. An indicator shows that the oil is circulating.



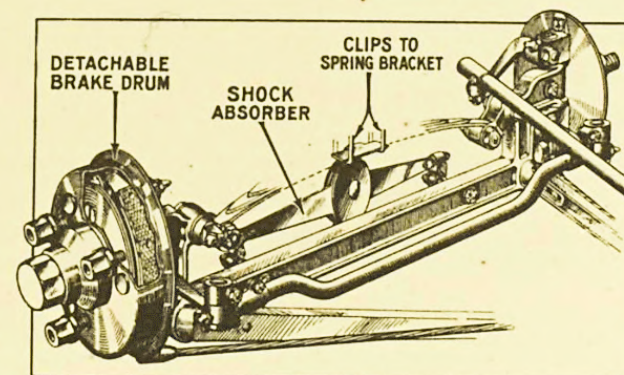
STEERING ADJUSTMENT

Adequate provision is made for the adjustment of the steering gear to take up wear in all directions. Instead of a sector, a complete worm wheel is fitted, and if one sector should wear, the wheel can be turned to present another to the worm.

FRONT AXLE

Fitted with front wheel brakes and shock absorbers.

The road wheels are easily detachable, and the brake drums protected from dirt and wet.



MANUFACTURERS' WARRANTY

SUBJECT to the conditions hereinafter mentioned the goods manufactured by the Company and specified below shall be accepted by the purchaser subject to the following express warranty, which excludes all warranties, conditions and liabilities whatsoever, whether statutory or otherwise, which might exist against the Company but for this provision, viz. :—In the event of any defect being disclosed in any part or parts of the goods, and if the part or parts alleged to be defective are returned to the Company's works, carriage paid, within twelve months after delivery, the Company undertakes to examine same, and should any fault, due to defective material or workmanship, be found on examination by the Company, it will repair the defective part or supply, free of charge, a new part in place thereof.

The Company's responsibility is limited to the terms of this guarantee, and it shall not be answerable for any contingent or resulting liability, or loss arising through any defects. This guarantee does not relate to defects caused by motor racing, wear and tear, misuse or neglect, or to the defects in any motor, motor vehicle, or goods which have been altered after leaving the Company's works, or which have been let out on hire, or the identification numbers or marks on which have been altered or removed. The Company accepts no responsibility for tyres, speedometers or the electrical equipment or other goods (including coachwork) not of its own manufacture.

The Austin Motor Co., Ltd., issues no warranty of the undermentioned goods except as stated herein, but desires and expects that customers shall make a thorough examination before purchasing. This warranty is limited to the despatch to the purchaser, without charge except for transportation, of the part or parts, whether new or repaired, in exchange for those acknowledged by the Company to be defective, and is dependent upon the strict observance of the following clauses :—

- (a) The purchaser shall at time of purchase personally sign the form supplied by the Company, and register his name, address, date of purchase, number of car and name and address of Seller with the Company, and shall obtain from the Company a signed copy of this warranty and shall produce same to the Company's representative for inspection in case of any claim being made. This warranty shall not be assigned or transferred to anyone unless the Manufacturers' consent in writing has been first obtained.
- (b) The purchaser shall send to the Company's works such part or parts as are alleged or claimed to be defective promptly on the discovery of the claimed defect. Transportation is to be prepaid by the purchaser, and said part or parts to be properly packed for transit and clearly marked for identification with the name and full address of the owner, and with the number of the vehicle from which the said part or parts were taken.
- (c) The purchaser shall post to the Company at its works, on or before despatch of such part or parts alleged to be defective, a full and complete description of the claim and the reasons therefor.
- (d) The judgment of the Austin Motor Co., Ltd., in all cases of claims shall be final and conclusive, and purchaser agrees to accept their decision on all questions as to defects and to the exchange of part or parts. After the expiration of six days from the despatch of notification of the Company's decision the part or parts submitted may be scrapped or returned carriage forward by the Company.

The Austin Motor Co. Ltd
L O N G B R I D G E
B I R M I N G H A M

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"SPEEDILY, NORTHFIELD"

Telephone :

KING'S NORTON 541

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